

62  
[1960] GL  
**VENNARD'S**

*Fine*

*Gladiolus*

From the Home of SUGAR ELL

Introducing **LITTLE FAWN** and **STARFACE**

LIBRARY  
RECEIVED

★ JAN 27 1960 ★

U. S. Department of Agriculture



Landmark and Little Pansy  
1960 All America Selections

**VENNARD NURSERY**

Box 394 — Phone 9-3242

Catalog No. 15

SIoux CITY 2, IOWA

# Greetings

In presenting this our fifteenth catalogue, we first wish to thank our many friends and customers for the many bulb orders sent to us last season. We hope that this season you will find it possible to speak a good word to some neighbor or friend about our *Gladiolus* bulbs, and encourage them to place an order with us. If you do not need this booklet, maybe you can hand it to some prospect who wants to buy some bulbs.

We have just closed one of the finest growing seasons we have ever had or seen anywhere. Bulbs continued to grow from the day they were planted until they were lifted. We had the finest blooms ever. It just seemed that whenever we could use rain it came right away, and our plants never did have an opportunity to dry out. Almost all of the regular varieties that we have been growing for some time were all bloomed out by September 1st. We were then obliged to depend on SUGAR ELL, our first introduction, to supply the blooms for all late season cutting, and she did not fail us. From a large bulb SUGAR ELL requires about 110 days to bloom, and slightly longer for smaller bulbs; but fine spikes will come from No. 5 bulbs; in fact we cut many fine spikes from our bulblet rows of this fine glad.

We attended three fine shows, and enjoyed our seedling blooms right up to frost which came on October 9th. It was a grand season, and we harvested an extra fine crop of bulbs. A great many bulblets grew into No. 1 and 2 bulbs, while we are usually pleased to have some good No. 3 in size.



## THE 1959 SEEDLING FIELD

Another season has passed, and the seedlings were as interesting as ever. We had ten rows, 330 feet long, planted quite thickly. Sugar and I walked down these rows almost every morning for a couple of months, looking over every bloom as it opened. As the season neared the finish I counted the red tags and there were 254 that we had reserved for future testing. There were quite a few miniatures among them. One of the most exciting seedlings that commanded our attention was a very small yellow, a 1958 selection, that had 16 bulblets growing into large bulbs. I am sure we will keep this little fellow going for some time. It has the most perfect ruffling of any glad we know. Many of the heavily ruffled glads have so much of the ruffles that their form suffers as a result. We think Angels Serenade would be finer if the ruffles were not so intense. This little yellow miniature has its ruffles right on the edge of each petal; and the form of floret is almost perfect in every way. Even so, it is completely ruffled. It is about the shade of Goldette, but we think it is smaller and has much more real beauty. It can open seven in good order.

We selected a number of white seedlings this season, many of them from our own JUDI-LYNN breeding. All of them had that characteristic of many open blooms, and very numerous buds. We hope that one or two of them make it to the final test. We also selected some very bright orange and yellow seedlings that came from one of our own seedling crosses; a very large flowered sort from Orange Gold X Dieppe. A number of brilliant yellows with orange shading came from this bright seedling. Would like to have someone else try this Seedling for some seed.

Among our older seedlings, three or four have qualified for introduction and will be brought out in another season or two. One is a bright little 200-size scarlet that we have named JAMIE. It was Champion of all miniatures in the Ogden, Utah, show this summer. It grows very tall with an informal style of placing its florets. It wore a blue ribbon at the Spencer (Iowa) show too, in the seedling section. Our florists like it very much. Other seedlings that came to the front were a dark red, Early Red X Burma, that was very popular everywhere, and especially in our display at the Sioux City Show where a large basket appeared. It will appear in our catalogue in 1961. It was approved by the Hybridizers' Guild this season. We sent a few seedlings to the Illinois trial gardens, in care of Herb Vincent, Rock City, Ill. Among these was one we often referred to as the "NOISY BLOTCH", since named the NOISY BEE. It is a deep yellow flower with two mahogany blotches on the lip petals. Herb rated it an "A", and tells me it was a wonderful performer in his trials. We like its pep and vigor, and surely expect to introduce it shortly. Grows very strong, and makes the perfect bulb, very well supplied with bulblets. A basket of it is very striking and our florists use it freely. The usual quota is six or seven open. We feel that our florist's requirements are of much more importance, than those of the SHOW FANS.

Let's think about that last comment for a moment. ANY SEEDLING THAT IS EXPECTED TO CARRY ON AND ON INTO THE FUTURE, MUST HAVE THE APPROVAL OF THE FLORISTS. Remember: All varieties were seedlings once. Without the cut-flower quality a variety will soon pass into oblivion. A florist is happy with a fine fresh spike with three or four good florets open and in good order. If a spike shows twenty additional buds, that florist frequently "breaks off a dozen of them!" They are in his way. This grower is usually satisfied with a total of seventeen to twenty buds. REMEMBER THIS: Picardy, in all her splendor, seldom had more than seventeen buds. But, what a grand glad she was? Many growers are quite unhappy if a fine new seedling has less than twenty-six buds. THEY SAW WILLOW ROSE IN A SHOW WITH THAT MANY! Yes, that could have been true. We love Willow Rose too, but it sometimes seems top-heavy with buds. Let's all strive for "well balanced" spike, and we will probably wind up with plenty of buds. Make sure your seedling has a balanced spike, too.

It sometimes seems that we overlook the ultimate destiny of our Glad when we introduce it. Mr. John Public may say whatever he wishes about it, criticize it to his heart's content, and we have no come-back. It really behooves us to make sure it is a good seedling. This can only be proven by years of testing, and in various parts of the country. For my part, I like to hear the other fellows comment; especially when he writes it out while he is out in his garden. He is doubtless alone out there. Remember friend, when you have introduced a seedling—it then belongs to the people. It is beyond recall.





## INTRODUCING "STARFACE"

(Parentage: Lucille X Statuette)

We have been growing this tiny glad for about 6 years, and it seems to us that it improves some each season. Its very small florets are a pink-buff shade, with a lighter yellow throat. Red spears or feathers seem to radiate from this yellow throat, one for each petal, giving it the appearance of a star. It has been known by the name of STARFACE, a garden name, for several years, and now no one will allow me to change it. It has a graceful easy charm about it that is not often found in these tiny glads. It makes up very lovely in arrangements, and is used freely in our uptown flower shop, operated by my son Bill. In the HYBRIDIZERS GUILD five out of seven growers voted YES for introduction, so here it is. It will grow 48 inches high, hold fifteen to eighteen buds on its 22-24" flowerhead, of which six or seven will open in good condition. Have never found an unhealthy bulb while digging this glad, and cannot remember seeing a floret off-side during blooming. Has a rather breezy, informal style, but it always seems graceful, well spaced and properly faced. It makes very large bulblets in very generous supply, mostly the size of marbles.

We feel certain we have an ample stock of this little fellow, and will offer bulbs at 75c each, 1¼ inch in size or larger, three bulbs may be had for \$2.00, ten for \$5.00. Bulblets 6 for 50c fifteen for \$1.00. We have very very few small bulbs this season, most of those large bulblets growing into No. 1 and 2 sizes, in 1959. The rains came every time we needed them. Our fields never became real dry.





## INTRODUCING "LITTLE FAWN"

We have been growing the tiny smokey shown in this picture for six years. It is a seedling of "Old South X Statuette", and does not propagate very fast, a habit well known about Old South. This little fellow has won a number of Blue ribbons in its time, including Champion Seedling Miniature of our show, last summer, as well as the American Home Award. Our stock is not large, and we feel that we should hold all increase another season for propagation purposes.

I have frequently noticed that Mr. Elmer Gove and Carl Fischer have their pictures appear in their catalogues. Now you have mine. You now can see who you have been buying bulbs from all these years. I have more hair than either Carl or Elmer, and I also think I am better looking! They sell more bulbs than I do, but I do not believe they sell better bulbs. They are my good friends, and may want some bulbs of **LITTLE FAWN**, some day.

This little glad was named by my wife, and it has the real color of a tiny fawn. It will frequently open eight at one time and has a fine ruffle on every floret. Many growers have said they would like to get a start with this one.

We believe this little glad is worth the \$2 per bulb that we ask for it, and we believe that anyone growing Miniatures will wish to add this little fellow to their collection. This price will apply to any bulb one inch or larger, the only stock we will sell.

Dear Vennard:

"Sugar Ell" was a bright spot in our patch this summer and a revelation at digging time this fall. "Beautiful beyond words, health defying description."

May your future introductions be as outstanding!

Very Sincerely,

RALPH E. KIRCHER



## GENERAL LIST OF VARIETIES

In presenting this our fifteenth catalogue to our friends and customers we desire to state that we try to describe each variety in such a way that every one will have a definite understanding of the color and size of each Glad. We still grow many of the older varieties, and will continue to do so. Many are fine and worthwhile in our uptown flower shop. All orders of \$3, or more, will be prepaid to any U.S.A. postoffice. Bulbs not sold in smaller quantities than are listed and priced under each variety. Large bulbs are No. 1 and 2, and Mediums are No. 3 and 4, mixed. Jumbo sizes may be had in a number of varieties at an extra of 25 cents per ten bulbs. Write us, if they are wanted. Minimum order—\$3.00

**Ambition:** (551) (Roberts) This is a large light to medium Orchid Rose color, with a creamy yellow center. Tall and strong and can open many. **Lg. \$1 ea. Med. 60c ea. Sm. 40c ea.**

**Angel's Serenade:** (410) (White) About the earliest white, and a very beautiful one with extra heavy ruffling. Will open 6 on somewhat short stems, the whole plant having medium height. **Lg. 30c ea. Med. 20c ea. Sm. 2 for 25c Bts. 10 for 35c.**

**Appleblossom:** (411) (Baerman - Fischer) Probably the best of the ALL AMERICA introductions. Patented. **Lg. 35c ea. 3 for 90c \$3.15 per doz.**

**Ares:** (311) (K&M) One of the truly GREAT GLADS of all time. It is a nicely ruffled waxey white, tinted with some pink and each floret will carry a large scarlet blotch—striking and exciting. The variety is extremely beautiful, and when well grown can win Grand Champ in most any show. **Lg. 3 for 35c Med. 3 for 30c Sm. 3 for 25c Bts. 50 for 30c. 10 Lg. \$1.35.**

**Bermuda:** (531) (Roberts) A clear light salmon shade with a creamy white throat. One of the most ruffled varieties grown, with texture like leather. Good seed parent. One of the finest to come from the brush of my good friend Win Roberts. **Lg. \$1. ea. Med. 60c ea. Small 40c ea. Bts. 10 for \$1.**

**Burma:** (556) (Palmer) This was probably one of Prof. Palmers greatest introductions; and it is still very popular. We have some very nice bulbs of it, both regular and jumbo size. The finest real rose red in existence. **Lg. 10 for \$1.20, Jumbos 10 for \$1.50 Med. 10 for 85c Sm. 10 for 50c Bts. 30c pkt.**

**Blue Smoke:** (586) (Rich) Heavily ruffled bluish mulberry, with glowing smoky salmon blotch. An unusual and distinct color. Very tall strong healthy grower, with 30" head and often nine open florets. One of the finest smokies we have seen or grown, and surely will become popular. **Lg. 75c ea. Med. 50c ea. Sm. 25c ea.**

**Cabarello:** (426) (Fairchild) A bright red orange with bold scarlet blotch on yellow lip, and yellow mid-ribs. Strong vivid oriental color that is attractive to almost everyone. Nothing like it. Opens eight, and strong healthy grower. **Lg. 2 for 35c Mixed sizes, \$1.25 per doz. Bts. 35c pkt.**

**Campanile:** (466) (Fischer) Blue Lavender that produces a large spike of bloom with as many as ten open. Florets slightly ruffled, recurved and needle-point. Does not produce very large bulbs but will bloom well from any size. **Lg. 2 for 35c 5 for 70c Mixed sizes, 10 for \$1.25. Bts. 30c pkt.**

**Carmen Eyes:** (401) (Harris) Large strong growing white glad with bright red throat mark, very pretty. **Lg. 35c ea. Bts. 20 for 35c.**

**Caribbean:** (377) (Fischer - Baerman) One of the ALL-AMERICA winners, and patented. Patent No. 1624. Medium sized light violet blue with deeper throat mark. **35c ea. 3 for \$1.**

**Carved Ivory:** (306) (Fischer) Beautiful creamy white with delicate ruffling. Not so spectacular in size as some, but especially beautiful. Excellent for the better florist trade. **Lg. 25c ea. Med. 5 for \$1. Sm. 35c for 5. Bts. 25 for 30c.**

**Chemawa:** (486) (Baerman-Weeks 1959) (Innocence x Southern Belle) Midseason Several growers and fanciers have told us that they consider this the finest smoky in commerce. Most smokies are rather cloudy and often flecked, Chemawa, however, is velvet smooth with a rich deep old rose color set off by a clean ivory throat. Between the old rose and ivory is a pencil line of clear salmon. Spikes are long and stretchy with florets beautifully ruffled with lots of sheen. It will pay you to get started with this outstanding smoky. Chemawa is tops in arrangements and an ornament to any garden. **Lg. 60c ea. Med. 40c ea. Sm. 25c ea. Bts. 30 for \$1. Growers Unit: 10 assort. bulbs and 100 Bts. for \$5.**



**Conrad:** (417) (Tyndall) A very tall straight stemmed yellow with small red blotch, reminding us of Spotlight. Opens well when cut in bud. Should be a good cut-flower number. Makes splendid bulbs. **Lg. 25c ea. Med. 5 for 60c Bts. 15 for 25c.**

**Countess:** (440) (Larus) Beautiful light pink self color that is outstanding in performance in every way. Well balanced and often six feet tall. Fine show spikes, and should be good for florists. **Lg. 40c ea. Med. 30c ea. Bts. 35c doz.**

**Copper Lustre:** (580) (Pazderski) Dark Rose shading to copper edges with dark tan throat and a red throat mark. Heavily ruffled. Very unusual and popular. **Lg. 2 for 35c Med. 5 for 45c Bts. 30c pkt.**

**Crinoline Belle:** (466) (Bork) Very fine early lavender with cream throat. This is a seedling of Wedgwood, has the same fine ruffling and flaring petals. Can win in its class in the shows. **Lg. 25c ea. Med. 2 for 30c Bts. 20 for 30c.**

**Elizabeth The Queen:** (566) (White) One of the Older reliable varieties. Clear lavender with darker lines. Most popular Lavender grown. **Lg. 2 for 30c Med. 5 for 45c Mixed doz. \$1. Bts. 30c pkt.**

**Elmer's Rose:** (462) (Fischer) Ruffled deep rose shade of heavy substance. Fine for every purpose. **Lg. 2 for 35c Med. 5 for 45c Mixed sizes \$1. doz.**

**Erin:** (304) (Pruitt) Deep chartreuse green with inner petals deeper green, and with a small blotch. On of the greenest of the greens. **Lg. 35c ea. Med. 25c ea. Sm. 2 for 30c Bts. 10 for 25c.**

**Fire Opal:** (442) (Fischer) A brilliant ruffled deep orange with yellow throat. Has wonderful color. **Lg. 2 for 35c Med. 5 for 45c Sm. 5 for 30c Bts. 30c pkt.**

**Friendship:** (442) (Fischer) Here is probably the most popular cut-flower pink of all the pink glads grown. Used everywhere. Very early, sturdy and beautiful. What more can you ask? **Lg. 2 for 30c Med. 5 for 45c Mixed sizes \$1. doz.**

**Golden Hour:** (312) (Fischer) This little glad does not get tall nor does it open over four or five, but those florets that open are exceptionally beautiful. We like it for cut-flowers, and everything. **Lg. 2 for 30c Med. 5 for 45c Mixed sizes, \$1. doz.**

**Golden Palomino:** (421) (Summerville) A soft apricot buff with a small orange spot in the throat, a lovely combination. Grows strong and tall, and fine for late

blooms. Great prize winner. **Lg. 25c ea. Med. 5 for 60c Bts. 15 for 30c.**

**Green Ice:** (404) (Barker) This greenish cream glad has been a very popular seller in keen demand. Strongly healthy grower, often reaching five feet. The green glads have had a brisk run for a few years; but the green is more of a tint than a real color. Very nice, however. **Lg. 50c ea. Med. 40c ea. Sm. 25c ea. Bts. 10 for 30c.**

**Green Woodpecker:** (405) (K & M) One of the greenest varieties grown. Opens 10-12 blooms on a very tall strong plant; deep lemon green with dark wine red blotches. Very unusual and striking, but perhaps not very beautiful. **Lg. \$1 ea. Med. 60c ea. Sm. 40c ea. Bts. 6 for 30c.**

**Happy End:** (432) (K&M) A very bright solid salmon color, on a sturdy strong plant, that does not grow very tall. Useful as cut-flower. **Lg. 2 for 30c Mixed sizes, 85c doz.**

**Harrisburger:** (552) (Mikkle) Beautiful shade of deep cherry red. Nothing just like it. Wonderful color, strong and healthy—altho quite late, but good for cut flowers. **Lg. 2 for 30c Med. 5 for 40c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Hit Parade:** (378) (Lins) Clean medium deep lavender that will become one of the most popular lavenders. Opens eight, and is just about perfect in every way. **Lg. 50c ea. Med. 40c ea. Bts. 10 for 50c.**

**Innocence:** (460) (Fischer) One of the most beautiful of the Light Rose or "baby pink" varieties in existence. Heavy substance and opens easily. It is exceptionally beautiful. **Lg. 2 for 35c Med. 6 for 50c Mixed sizes, \$1.25 doz.**

**Jaunty:** (362) (Rich) A lovely medium size rosy pink with a cream throat. Tall plant, and will hold 7 open easily. Good grower and propagator. **Lg. 30c ea. Med. 5 for 65c Mixed sizes, \$1.50 doz. Bts. 15 for 30c.**

**King David:** (570) (Carlson) Deep purple with velvety red throat and a light picotee edge around all petals. One of the very finest purples ever grown. Makes fine bulbs. **Lg. 2 for 30c Med. 10 for 85c Sm. 10 for 45c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Landmark:** (514) (White) See new ALL-AMERICA Selections.

**Lavender Lace:** (460) (Fischer) One of the popular "everyday" rose lavenders that makes a fine cut-flower variety. **Med. 75c per ten, Sm. 50c per ten, Bts. 30c pkt.**



**Lorelei:** (510) (Howell) This is just about the finest glad we have in the cream shade. It comes from the garden of my friend Ed Howell, who has originated some fine glads. It is rated tops by practically all growers. A fine propagator, and excellent performer in all respects. **Lg. 2 for 35c Med. 3 for 35c Mixed sizes, \$1.35 per doz. Bts. 20 for 30c.**

**Minaret:** (432) (Fischer) Tall vigorous healthy glad of a deep salmon shade. Can open 7-9 lightly ruffled round blooms, similar to Maytime. Good cut-flower sort. **Lg. 2 for 30c Med. 3 for 25c Sm. 10 for 50c Bts. 30c pkt.**

**Mexico:** (327) (Roberts) Medium Orange with a deeper feather; very heavily ruffled and striking. **Lg. \$1. ea. Med. 60c ea. Sm. 40c ea. Bts. \$1. doz.**

**Miss Holland:** A rich dark rose red that grows splendidly in our garden; fine for bouquets, and the cut-flower trade. **Lg. 10 for \$1. Med. 10 for 75c Bts. 30c pkt.**

**Mixed Seedlings:** We frequently have a surplus of seedling bulbs that we bring into storage, hoping to plant them again next season. Many times we are overstocked with them. **Lg. \$1 doz. Med. 75c doz.**

**Orange Gold:** (426) (Marshall) We still grow a group of Orange Gold blooms for the Golden Wedding people—etc., and it still makes a hit in our bouquet trade. The bulbs are always the finest. **Mixed sizes \$1. doz. Bts. 30c pkt.**

**Pactolus:** (421) (K & M) We still think this is one of the finest glads there is, and we grow it freely for the florist trade. My wife selected three spikes at random from our garden, and they were Champ 3-spike of the Spencer Show, and were said to be exceptionally well matched. **Lg. 10 for \$1.20 Med. 6 for 45c Bts. 30c pkt.**

**Party Ruffles:** (410) (Rich) A real fancier's glad from the garden of my friend Marion Rich. Probably as well ruffled as any variety we know. Can win at shows, but is fine for an all-purpose flower. **Lg. 50c ea. 10 for \$4. Med. 5 for \$1.50 Bts. 12 for 50c.**

**Patrol:** (420) (Palmer) A reliable old time orange variety, that often carries off best spike in show, with 10-11 open. **Med. 10 for 85c Sm. 10 for 75c Bts. 30c pkt.**

**Phantom Beauty:** (440) (Bastian) A very tall light pink variety that often goes 3-spike champ of show. Easily holds ten open in perfect form. **Lg. 10 for \$1. Med. 10 for 70c Bts. 30c pkt.**

**Princess:** (460) (Larus) A very fine Lavender from the Larus' gardens that we like extra well for the flower shop. A fine performer. **Lg. 10 for \$1.25 Med. 10 for 75c Bts. 30c pkt.**

**Prospector:** (414) (Leffingwell) Without doubt one of the best yellow glads in commerce today. Rich yellow with darker throat. **Lg. 10 for \$1.20 Med. 10 for 75c Bts. 30c pkt.**

**Purple Burma:** (566) (Boewe) (No doubt one of the best purple glads in the trade at this time, and the easiest to grow. A darker sport of Burma, with most of the good qualities of that great glad. **Lg. 10 for \$1. Med. 10 for 75c Sm. 10 for 45c Bts. 30c pkt.**

**Regina:** (424) (Palmer) A fine large orange colored glad with a splash of red in the throat, very popular with florists. **Lg. 10 for \$1.20 Med. 10 for 75c Bts. 30c pkt.**

**Red Charm:** (448) (Butt) The red by which most other reds are judged. This glad has stood the test for 20 years, and is still strong. Popular for cut-flowers, or other uses. **Lg. 10 for \$1. Med. 10 for 70c Bts. 30c pkt.**

**Red Coat:** (446) (Jack) This late blooming bright red, really shows up in the field with its bright spikes. Very lovely color. **Lg. 40c ea. 10 for \$3.20 Med. 30c ea. Bts. 12 for 50c.**

**Rosannah:** (555) (Kydd) A very sturdy large grower that is fine for cut-flowers, and will bloom well from any size bulb. A medium shade; healthy and vigorous. **Lg. 10 for \$1.20 Med. 10 for 75c Sm. 10 for 40c Bts. 30c pkt.**

**Rose Charm:** (350) (Fischer) A very early cut-flower variety that performs well in our garden. An Old timer that hangs on. **Lg. 10 for \$1. Med. 10 for 70c Bts. 30c pkt.**

**Reward:** (416) (Pruitt) Here is about the finest thing we have grown in a yellow glad for many years. We had only a dozen bulbs bloom last season, but we are investing, and will list this glad for our trade this year. It is a deep rich yellow, and extremely beautiful, slightly darker or richer in the throat. **Lg. 50c ea. 3 for \$1.25.**

**Salmon Queen:** (534) (Schrenk) Tall striking fine clear salmon with an excellent head of bloom, often showing ten or eleven open. Ruffled, needle-pointed, strong attachment, and many other good varieties. It is headed for a grand commercial as well as an exhibition variety. **Lg. 40c ea. 5 for \$1.60 Med. 30c ea 5 for \$1.20 Sm. 20c ea. 5 for 80c. Bts. 8 for 25c.**



ORDERED FROM

# VENNARD NURSERY

P. O. Box 394

Sioux City 2, Iowa

Mr. \_\_\_\_\_ Date \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

R. F. D. or St. \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

If We Are Out of What You Order Shall We—

( ) Refund ( ) Substitute Nearest Size ( ) Substitute Nearest Variety

Quantity	Size	Variety	Price	
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
		TOTAL		

NOTE: Vennard Nursery will refund the purchase price on any order found unsatisfactory upon receipt, and promptly returned; but no guarantee of growth or satisfaction is given; responsibility for the crop is denied.



Quantity	Size	Variety	Price	
		Amount Brought Forward		
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				
31.				
32.				
33.				
34.				
35.				
36.				
37.				
38.				
39.				
40.				
41.				
		Total Amount		

**JOIN THE NORTH AMERICAN GLADIOLUS COUNCIL**  
**Thousands Already Have!**

ONLY N.A.G.C. offers so much for the GLAD Fan.

- \* FOUR BULLETINS a year crammed with the latest information on growing, hybridizing, pest control, new varieties.
- \* THE N.A.G.C. CLASSIFICATION — Hundreds of GLAD varieties classified as to color and size for Show Purposes.
- \* SPONSORSHIP OF THREE OF THE COUNTRY'S LEADING GLADIOLUS SHOWS !
- \* A REGISTRY — For new originations !
- \* THE FAMOUS N.A.G.C. TRIAL GROUNDS — For accurate evaluation of new GLADS !
- \* MEMBERSHIP in a truly International Organization!

**All the above and much, much more for only**  
**\$2 PER YEAR DUES**



# WHOLESALE PRICE LIST, 1959-60

Price Per 100 (50 Bulbs at 100-Price, 500 Bts. @ 1000-Price)

Name	LARGE VARIETIES			Bts.	Bts.
	Lg.	Med.	Sm.	1000	Qts.
Ares	\$ 6.00	\$ 3.50	\$ 2.00	\$ 2.00	\$ 6.00
Aureole	4.50	3.00	1.50	1.25	4.00
Burma	4.50	3.00	1.50	1.00	3.50
Caballero	5.00	3.00	2.00	1.50	-----
Elizabeth The Queen	4.50	2.75	1.50	1.00	3.00
Ethel Cave Cole	4.00	2.75	1.50	.75	2.00
Elmer's Rose	5.00	3.00	1.75	1.00	3.00
Friendship	4.00	2.50	1.50	.75	2.50
Florence Nightingale	4.50	-----	-----	1.25	-----
Golden Hour	6.00	4.00	2.00	2.00	6.00
Happy End	4.00	2.50	1.25	1.00	2.50
Harrisburger	4.50	3.00	1.50	1.25	3.00
Innocence	5.00	3.50	1.50	1.00	3.50
Jaunty	-----	8.00	6.00	4.00	12.00
King David	4.50	3.00	1.50	1.50	5.00
Lavender Lace	-----	3.50	1.75	1.25	4.00
Lorelei	6.50	4.00	2.50	3.00	12.00
Mother Ann	6.50	4.00	-----	2.00	7.00
Purple Burma	5.00	3.00	1.75	1.00	3.50
Painted Lady	3.50	-----	-----	1.00	3.00
Rose Charm	4.00	3.00	1.50	.75	2.50
Rosannah	5.00	3.50	1.25	.75	2.50
Red Charm	4.00	3.00	1.50	.75	2.50
Sans Souci	4.50	3.00	1.50	1.00	3.00
Sierra Snow	4.50	2.50	1.25	1.25	3.50
Snow Princess	3.50	2.00	1.25	.75	2.50
Spic & Span	4.00	3.00	1.50	.75	2.50
Sugar Ell	25.00	17.00	12.00	15.00	50.00
Truly Fair	5.00	3.50	-----	1.25	2.50
White Sails	7.00	4.50	2.50	3.00	9.00
Wild Rose	5.00	3.00	1.50	1.00	3.00
Seedling No. 74-L. M.	5.00	3.00	1.50	1.00	2.50
(Florists' Glad)					

## MINIATURE VARIETIES

All Blotches	4.00	2.75	1.50	1.00	4.00
Atom	4.00	2.75	1.50	2.00	-----
Bonnie Prince	7.50	4.00	3.00	1.50	6.00
Bo Peep	3.50	2.25	1.25	.75	2.00
Crinkelette	4.00	2.50	1.50	.75	2.50
Emily's Birthday	4.50	3.00	2.00	1.25	4.00
Frolic	5.00	3.00	-----	1.25	-----
Ladykiller	4.00	3.00	1.50	1.00	3.00
Lavender Petunia	6.00	4.00	2.00	1.75	6.00
Li'l Abner	12.00	7.50	3.00	5.00	20.00
Lovely Mary	3.50	2.50	1.75	1.00	3.00
Little Egypt	-----	6.00	3.00	3.00	10.00
Ocean Spray	3.50	2.00	1.25	.75	2.00
Puck	4.00	3.00	1.25	.75	2.00
Statuette	4.50	3.00	1.50	1.25	4.00
Smilette	4.00	2.50	1.50	1.25	4.00
Spunky	5.00	3.00	1.50	1.25	4.00
Victoria Falls	-----	6.00	3.50	3.00	-----
Trudy	-----	6.00	3.00	3.00	-----

## TERMS

We offer the bulbs and bulblets shown on this page F.O.B. Sioux City. If anyone wishes them prepaid and will include sufficient for Parcel Post, we will ship parcel post, if not too heavy, otherwise by express.

All stock offered subject to prior sale, and subject to stock we have on hand. FIFTY BULBS AT THE 100 Price. Large bulbs include No. 1 and 2 sizes. Med. No. 4 and 3 in equal portions as near as can be done. Sm. Bulbs will be mostly No. 5 Bulblets have been screened, taking out the pee-wee size.

LARGEST BULBS TO EARLIEST ORDERS.

STARTER UNITS will be prepaid on order of \$6.00 or over.

ALL SEED ORDERS PREPAID.

All above subject to prior sale and stock on hand.



## **DARK COLOR COLLECTION FOR MEN — Coll. 3-D**

For many seasons we have carried a dark color collection FOR MEN, in our catalog, mostly Reds, Purples, Scarlets or Lavenders. Each labeled in separate bags. Six one-inch or larger bulbs of each of the following varieties, all ready to bloom. Most men prefer Red flowers — including me. Ninety bulbs or more in this group for \$4.75

<b>Atom</b>	<b>Harrisburger</b>	<b>Truly Fair</b>
<b>Burma</b>	<b>Purple Burma</b>	<b>Miss Holland</b>
<b>Elmer's Rose</b>	<b>Smilette</b>	<b>Spunky</b>
<b>King David</b>	<b>Lavender Lace</b>	<b>Rose Spire</b>
<b>Red Charm</b>	<b>Sans Souci</b>	<b>Rosannah</b>

## **UNLABELED MINIATURE COLLECTION No. 7-UM**

We are growing about fifty varieties of the Miniature Gladiolus, or small size glads, many of them extremely popular for arrangements and for table use in the home. We wish to offer an unlabeled collection of at least fifteen varieties, which may include a few of our new seedlings, and comprising 100 bulbs in assorted sizes, one inch and larger, all being fit to produce a fine bloom. We will send these prepaid to your home, anywhere in the U.S.A., for a price of \$4.00. Many people do not care to keep the names of each variety, but would rather have each flower be a "surprise package." Coming in assorted sizes, will provide a continuation of bloom for quite some time.

## **OUR "TOP DOZEN" MINIATURES; COLLECTION No. 3-A**

We offer here five bulbs each of our favorite twelve Miniatures, or small glads, in bulbs one inch in size, or larger, all labeled so you may know the color and name of each variety at blooming time. We will prepay these to your home, anywhere in the U.S.A., with fifteen bulblets of each, for \$4.65. Here is a fine way to get a good start with the fine little Miniatures. The following varieties will comprise this collection, each bag being properly labeled.

<b>Atom</b>	<b>Emily's Birthday</b>	<b>Ocean Spray</b>
<b>Alouette</b>	<b>Li'l Abner</b>	<b>Spunky</b>
<b>Bo Peep</b>	<b>Lavender Petunia</b>	<b>Statuette</b>
<b>Little Egypt</b>	<b>Puck</b>	<b>Smilette</b>

## **TERMS OF SALE (Please read before ordering)**

We will ship bulbs prepaid to any point in the U.S.A. providing the order amounts to \$3 or more. Wholesale orders are F.O.B. Sioux City, Iowa, and will be shipped collect. Terms: Cash with order. (Check or money order). We have an exceptional crop of fine bulbs this season, and will try to fill all orders liberally. We always add "extras" to any order; Gladiolus Seed orders shipped prepaid regardless of size of order. Do not overlook "SUGAR ELL", it is a grand cut-flower Glad.

(Please do not destroy or misplace this catalogue, for we are sure you will wish to refer to it again, soon).

**Sans Souci:** (436) (K & M) Here is a very bright scarlet variety, that has won its spurs in the cut-flower world. We like it for the florist shop very much. Good Performer in every way. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Sierra Snow:** (400) (Harris) Here is a snow white glad that can grow into huge size, and still keep its beauty. From small bulbs it is fine for the flower shop, and an easy cutter. Makes excellent bulbs; and all-round good doer. **Lg. 2 for 30c Med. 3 for 30c Sm. 10 for 40c Mixed sizes, \$1 doz. Bts. 30c pkt.**

**Rose Spire:** (454) (Fischer) This glad is a clear lively rose color, that is fine for cut-flowers, or any other purpose. Grows extra well most anywhere, and will produce tall spikes with ten open, in perfect form. Blooms well from any size. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, \$1. per doz.**

**Silver Phantom:** This is a white sport of Phantom Beauty, and is a very silvery clear white. It has all the good habits of the Great Phantom, and can make strong tall spikes of glistening white. **Lg. 2 for 35c 10 for \$1.50 Bts. 25 for 35c.**

**Show Off:** (314) (Breisch) This medium sized yellow is one of the clearest colors we know—in a rather light shade of yellow. Fine for cut-flowers, and a good keeper. Makes the smoothest bulbs we know. **Lg. 35c ea. Mixed sizes, \$2. doz. Bts. 35c pkt.**

**Snow Princess:** The Standard commercial white. Mixed sizes, **\$1. doz. Bts. 30c pkt.**

**Snow Velvet:** (400) (Fischer) A beautiful velvety snow white that can open 9-10 on a head of 22-23 buds, excellent for the shows or cut-flowers. Blooms well from any size. **Lg. 25c ea. Med. 2 for 30c Mixed sizes, \$2 doz. Bts. 35c pkt.**

**Sparkler:** (315) (Fischer) ALL AMERICA winner. Medium size yellow with bold bright blotch of dark red. **Lg. 35c ea. 3 for 90c \$3.15 doz.**

**Sparkling Eyes:** (401) (Jack) One of the most popular blotched varieties. Bright white with a purplish blotch that is sparkling in well grown blooms. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes \$1.25 doz. Bts. 30c pkt.**

**Spic & Span:** (444) (Carlson) One of the most popular pink glads that is good for any purpose. A leading commercial variety, everyone will accept blooms from this glad. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, \$1.25 doz.**

**Strawberry Peach:** (Salbach) We grow this variety for the flower shop, and for our seed-growing program. This variety is the mother of SUGAR ELL, and we like it for itself. **Lg. only 10 for \$1. Bts. 30c pkt.**

**Sugar Ell:** (432) (Vennard) Our 1959 introduction, and our first one. We do not hesitate to recommend it 100% after nine years experience with it. A fiery salmon color, that seems to please everyone. **Lg. 40c ea. 10 for \$3.20 Med. 30c ea. 10 for \$2.40 Sm. 20c ea. 10 for \$1.60 Bts. 12 for 50c.**

**Target:** (441) (Larus) We grew this bright blotch this past season, and were much pleased with it. A light pink, shading to cream throat with a large red blotch, strikingly colored. Makes large spikes with 6-8 open, and we consider it one of the best we tried in '59. **Lg. 40c ea. 10 for \$3.20 Med. 30c ea. 10 for \$2.40 Bts. 8 for 25c.**

**Temptress:** (440) (Fairchild) Here is a light pink glad that can win in most shows, as it opens 9-11 flowers, with 8 in color. Has four Grand Championships already. 30-inch flower heads, 25 buds are the usual habit. **Lg. 50c ea. 10 for \$4. Med. 40c ea. 10 for \$3.20 Sm. 5 for \$1. Bts. 10 for 40c.**

**Tigertone:** (326) (Fairchild) If we could grow only a dozen glads, this would have to be one of them. A brilliant orange-red, or red-orange that is exciting and beautiful. Can open eight at one time. **Lg. 50c ea. 10 for \$4. Med. 40c ea. 10 for \$3.20 Sm. 5 for \$1. Bts. 10 for 40c.**

**Topaz:** (416) (Baerman - Weeks 1959) (Golden Sunshine x Prospector) Mid-season  
Of hundreds of seedlings from this interesting cross, Topaz has proved the fanciest, with such an intricate ruffling and frilling that it sparkles like a jewel. Its color is almost identical with that of Gold, but with us it makes much longer spikes with 20-22 buds. A connoisseur's yellow. **Lg. \$1. ea Med. 75c ea Bts. 15 for \$1. Growers Unit: 1 L, 2 M, 5 S and 100 Bts. for \$9.**

**Truly Fair:** (456) (Woods) We grow this deep rose red glad for flower-shop use, and have found it to be a very useful red. It will grow tall and strong, opens five or six, and is popular in our bouquet trade. **Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Vera:** (460) (Pazderski) A very light bluish lavender that grows tall and produces a strong flower-head of 8-10 blooms. Fine for any purpose. **Mixed sizes, \$1.25 doz. Bts. 30c pkt.**



**Violet Charm:** (476) (Jack) A great glad from the garden of my friend Mr. Jack. A powerful grower and fine performer. A striking violet with a dark throat mark. Can win in the shows. **Lg. 10 for \$1.25 Med. 10 for 85c Bts. 30c pkt.**

**Wedgwood:** (360) (Fischer) Not one of the new Lavenders, but one of the prettiest. We use seed and pollen from this one freely. **Med. and Sm. only. \$1. per doz.**

**White Sails:** (401) (Arenius) Here is a glad that can grow into the most perfect show specimens we have. Will hold ten open easily, with 22-24 buds, all in a balanced spike. Is the perfect glad for any purpose, and very beautiful. We cut excellent flower-shop blooms this season from No. 5 bulbs. **Lg. 2 for 30c 10 for \$1.25 Med. 3 for 30c 10 for 85c Sm. 10 for 50c Bts. 25 for 30c.**

**Wild Rose:** (454) (Fischer) We consider this one of the best cut-flower rose colored glads in our field. We grow many thousands. Popular for any purpose. **Lg. 2 for 30c 10 for \$1. Med. 3 for 30c 10 for 75c Sm. 10 for 50c Bts. 30c pkt.**

**Willow Rose:** (354) (Knight) This rose lavender colored glad can win in many shows, because of its large bud-count, and many open. Sometimes seems weak in the stem. Has won many prizes, and is popular. **Lg. 10 for \$2. Med. 10 for \$1.50 Bts. 20 for 35c.**

**Seedling No. 74-L.M.** Here is a seedling we probably will never name, altho we grow many thousands, and use it constantly for cut-flower purposes. It is a solid pink with a yellow throat mark, and can produce a very formal compact spike with 8-9 open, with average stem, trade. We grow many small spikes of it and very useful for the florist or bouquet from No. 4 and 5 bulbs, just for the flower shop, and it is the perfect glad for such use. We offer it in Units of 100 No. 4 or No. 3 bulbs, with 1000 bublets, \$5. per Unit for cut-flower growers. Large bulbs \$1. per dozen may be had with the growers unit. Makes bublets by the peck. The healthiest glad on the place. Parentage: FRIENDSHIP X COTTILLION. We seldom see a Friendship seedling without a GOOD stem.

## OUR HOME GARDEN COLLECTION "A"

Ever since the publication of our first catalogue, 15 years ago, we have offered our Home Garden Collection. It has been one of the best sellers in our catalog, and we have often mentioned the fact that we believed it was the "best bargain" we offered. This season we offer twenty varieties, totaling 184 bulbs in medium sizes, mostly one inch or larger, with a catalogue value of \$14.00 or more, which we offer prepaid to you for \$7.50, less money, and more bulbs than last year. Prepaid in U.S.A. Half collection \$4. Prepaid. (One half of each item)

10 Atom	10 Innocence	6 Rosannah
10 Ares	6 Lorelei	10 Sierra Snow
10 Bo Peep	10 Li'l Abner	10 Spic & Span
6 Burma	10 Lavender Lace	10 Sldg No. 74-L.M.
10 Eliz. The Queen	10 Ocean Spray	6 Sugar Ell
10 Friendship	10 Pactolus	10 Wild Rose
10 King David	10 Purple Burma	

## GIFT COLLECTION — Coll. "G"

We often try to think of something nice to purchase for a Gift for some friend or relative, but seldom do we think of offering our own bulbs for the purpose. We list here 114 or more of our favorite Gladiolus, in fifteen varieties, one-inch or larger in size all labeled. Catalogue value \$8.45. Will prepay to any U.S.A. address for \$5.35

6 Burma	10 King David	10 Purple Burma
10 Bo Peep	6 Pactolus	10 Spic & Span
6 Friendship	10 Lavender Lace	6 Sugar Ell
10 Innocence	6 Li'l Abner	6 Wild Rose
6 Harrisburger	6 Sierra Snow	6 Statuette

(Please do not destroy or misplace this catalogue, for we are sure you will wish to refer to it again, soon).

## STARTER UNITS

<b>ARES:</b> Fine Show and Commercial. 3 Lg. 5 Med. 50 Bts. for.....	\$1.05
<b>CAMPANILE:</b> Tall Lavender. 10 Med. 50 Bts. for.....	\$1.00
<b>CABALLERO:</b> Bold Blotched Variety 5 Med. 10 Sm. 30 Bts. for.....	\$1.10
<b>CARVED IVORY:</b> Lovely Cream White Ruffled. 5 Med. 30 Bts. for.....	\$1.10
<b>ELMER'S ROSE:</b> Ruff'd Deep Rose 5 Lg. 5 Med. 50 Bts. for.....	\$1.10
<b>GOLDEN HOUR:</b> A ruffled Deep Yellow. 300 sz. 3 Lg. 5 Med. 50 Bts. for....	\$1.20
<b>GREEN ICE:</b> Very beautiful Deep Green. 3 Med. 5 Sm. 30 Bts. for.....	\$2.10
<b>INNOCENCE:</b> Most beautiful Baby Pink. 10 Med. 10 Sm. 50 Bts. for.....	\$1.55
<b>JAUNTY:</b> Fine 300 sz Rosy Pink, tall. 3 Med. 10 Sm. 30 Bts. All for.....	\$1.45
<b>KING DAVID:</b> Finest exhibition Purple. 10 Med. 15 Sm. 50 Bts. for.....	\$1.20
<b>LORELEI:</b> Finest Ivory Cream, large. 3 Lg. 5 Med. 5 Sm. 50 Bts. for.....	\$1.35
<b>LAVENDER LACE:</b> Fine commercial Lavender. 10 Med. 10 Sm. 50 Bts. for .....	\$1.00
<b>PROSPECTOR:</b> Finest Yellow. Fine Amber Blotch. 3 Lg. 10 Med. 50 Bts. for .....	\$1.15
<b>PURPLE BURMA:</b> One of the finest Pur- ples. 10 Med. 10 Sm. 50 Bts. for....	\$1.20
<b>ROSANNAH:</b> Very large tall Rose. Fine for cuts. 10 Med. 10 Sm. 30 Bts. for .....	\$1.25
<b>SUGAR ELL:</b> Our new large Fiery Sal- mon. Fine cut flower. 5 Med. 25 Bts. for .....	\$1.50
<b>TIGERTONE:</b> Brightest 300 sz. Scarlet. 2 Lg. 3 Med. 20 Bts. for.....	\$1.60
<b>TRULY FAIR:</b> Tall Dark Rose Red. Fine cutter. 3 Lg. 10 Med. 50 Bts. for....	\$1.00
<b>WHITE SAILS:</b> Great Show Winner. White with Red Feather. 3 Lg. 10 Sm. 25 Bts. for.....	\$1.10
<b>WILD ROSE:</b> Very fine Rose color cut Flower. Very Fine. 3 Lg. 10 Med. 50 Bts. for.....	\$1.20

## MINIATURE OR SMALLS

<b>ALOUETTE:</b> Fine Rose Lavender. 1 Lg. 2 Med. 5 Sm. 20 Bts. for.....	\$1.15
<b>ALL BLOTCHES:</b> 3 Lg. 10 Med. 30 Bts. for .....	\$1.00
<b>ATOM:</b> Most popular miniature, Red. 10 Lg. 10 Med. 50 Bts. for.....	\$1.25
<b>BONNIE PRINCE:</b> Medium Lavender Rose. 2 Lg. 4 Med. 40 Bts. for.....	\$1.10
<b>EMILY'S BIRTHDAY:</b> One of best very early Smalls. Florists like it. 4 Lg. 6 Med. 50 Bts. for.....	\$1.20
<b>FROLIC:</b> Flashy Blotched Yellow. 5 Med. 10 Sm. 30 Bts. for.....	\$0.95
<b>FIFTH AVENUE:</b> Finest Red miniature. 10 Mix Sizes, 30 Bts. for.....	\$0.95
<b>DAINTINESS:</b> Finest Creamy White. 10 Med. 5 Sm. 50 Bts. for.....	\$1.20
<b>LAVENDER PETUNIA:</b> Flashy Bright Lavender. 3 Lg. 10 Med. 5 Sm. 30 Bts. for .....	\$1.40
<b>LFL ABNER:</b> One of brightest new smalls; florists like it much. 5 Med. 10 Sm. 30 Bts. for.....	\$1.40
<b>LITTLE EGYPT:</b> Fine little Dark Red. 5 Med. 30 Bts. for.....	\$1.10
<b>OCEAN SPRAY:</b> Fine small white with Amber Blotch in throat. Good. 5 Lg. 10 Med. 10 Sm. 50 Bts.....	\$1.40
<b>OSAGE:</b> Show winner in the scarlets. 5 Lg. 10 Med. 10 Sm. 30 Bts. for....	\$1.50
<b>PUCK:</b> Rated in Top Ten by many fans. 10 Lg. 10 Med. 50 Bts. for.....	\$1.45
<b>SPUNKY:</b> Best miniature. Smokey, a winner. 30 Sm. 50 Bts. for.....	\$1.20
<b>TONY BOY:</b> Flashy little Red with White throat blotch. Many times winner. 3 Lg. 5 Med. 30 Bts. for.....	\$1.30
<b>TRUDY:</b> Fine new Red with darker lip. 3 Lg. 3 Med. 50 Bts. for.....	\$1.20

## NOTE

Large and Medium Bulbs of Miniatures will be one inch or larger, while Small Bulbs will be No. 5 Size.  
Bulblets will have peewees screened out.



## UNLABELED COLLECTION — No. 6-UN

We know a large number of our customers like to plant a group of *Gladiolus* for cut-flower purposes; and do not care to be bothered with Name Labels or stakes to mark. For these good people we have designed a collection of 110 bulbs of at least 20 colors, in sizes No. 1, 2, and 3; providing for a succession of bloom, all healthy strong varieties. There will be many bulbs in such a collection that would cost much more per hundred, than the cost of this collection. Shipped to any U.S.A. address prepaid for \$4.60. A fine bargain for a home garden.

## THE EXCITING SPORTS OR MUTATIONS

For many years we have been watching with some interest, the mutations or sports that appear from time to time, in our popular *gladiolus*. A mutation is a sudden variation or change in the chromosomes or genes of a plant, which will cause it to suddenly change its color, or some other character. We have often found sports or mutations in our fields but in most cases we ignore them, unless, perchance, we feel that the mutation is a better specimen than the variety from which it sprang.

Making such a decision is not always easy. We have passed up quite a number of white sports of *Wedgwood* and *Friendship* down through the years, for the very simple reason that we did not believe a *White Wedgwood* or a *White Friendship* was any improvement over the original variety. Since that time we have run across quite a few of these sports in commerce, but we have never become excited over them, for it is hard for us to visualize any white of better color than the real *Wedgwood*, with its lovely lavender.

We once started out to increase a white *New Era*; if you can imagine that. But what white was ever more brilliantly colored than *New Era* herself? I have increased a rust-colored *Burma* into quite a stock, and am now-kicking it out. It is doing O. K., but it is not as beautiful as *Burma* herself. I think of only two really worthwhile mutations or sports in the *Gladiolus* world at the moment: *Purple Burma* and *Leading Lady*. Both have become prominent and worthwhile in the *Glad* world. I once grew about eight thousand *Purple Burma* for my friend Carl Fischer from No. 5 bulbs into large bulbs. In the growing season we saw only three or four reversions — where the *glad* bloom reverted to the original. It held its mutation almost perfectly. We had a spike of *Picardy* that bloomed white up one side of the spike, and the normal pink or salmon on the other side. However, it refused to do it ever again. We do not consider such a freak as a mutation.

Our suggestion to any *Glad Fan* who may be growing a patch of our favorite flowers, that in the event a mutation or sport should appear in your field, have some one look it over who might have the "commercial" slant in mind, and make sure that your selected sport may be better than the original from which it came.

## SUGAR ELL

(See color plate on opposite page)



The color of this *Gladiolus*, our 1959 introduction, is a fiery salmon, or coral salmon and there are usually 18-19 buds on each spike, five to seven of these buds will open in good condition in the field. The spike stands erect and strong and we cannot recall ever having seen one crook from warm weather. It is most useful as a bouquet or basket *glad*, and makes up wonderfully in arrangements for the flower shops. It will open perfectly from tight buds, and holds in fine shape in water. Requires about 105 to 110 days to bloom, and small bulbs longer. It comes into its own in the late season, and we cut thousands of spikes of it for our bouquet and florist trade. Almost every bulb is a healthy bulb, another advantage.

Large bulbs this season 40 cents each, 10 for \$3.20. Medium size 30 cents each, 10 for \$2.40. Small 20 cents each, 10 for \$2.60. Bulblets, 50 cents per dozen. We are quite certain you have never seen a *Gladiolus* like *SUGAR ELL*, and we are quite sure you will like the color and habits of this flower. The spikes have the form and strength of that great Old Timer, *Picardy*, one of its grand parents.





## JOIN A GLADIOLUS SOCIETY

The Sioux City Gladiolus Society is a wide-awake group, composed of about 50 members, and we put on a fine Glad Show the first Saturday and Sunday of August, almost every year. We seldom change from the above date. Our Society also publishes a fine Bulletin, **GLAD TIDINGS**, which is available to every member. Any one wishing to join with us may do so for \$2.50, which also makes one a member of the Iowa State Society. We offer a bonus of 6 Large bulbs of **SUGAR ELL**, for anyone sending us such a membership. As an alternate, they may select three bulbs of **STAR FACE** instead.



## THE MINIATURE OR SMALL GLADS

It seems like our collection of Miniature or Small Glads keeps increasing from year to year. Our flower shops in this town make use of many of our tiny glads, and seem to like them. Terms and conditions of sale are the same as applied to large varieties. On such orders as "one dozen mixed sizes", we will try to have No. 1, 2 and 3 sizes included. That will often provide a succession of bloom.

**All Blotches:** (261) (Van V.) A small creamy rose glad with large purple blotches that are very showy. Tall and healthy, good seed maker. **Lg. 2 for 30c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Alouette:** (262) (Butt) Here is a very pretty rose-lavender, with lively yellow throat marking—a very fine blend of colors. Grows very tall, with a fine stem for cutting. **Lg. 2 for 50c Med. 2 for 35c Mixed sizes, \$1.75 doz. Bts. 25 for 35c.**

**Atom:** (236) (Hedcock) This very early little scarlet has a bright gold edging on all petals. Probably the most popular and valuable of all the little glads. **Lg. 2 for 30c Mixed sizes, \$1 doz. Bts. 30c pkt.**

**Baby Butterfly:** (226) (Dr. Cormack) A charming two-tone color combination with yellow lower petals and salmon in upper petals. Slender tall dainty spikes with 6 open. **Lg. 2 for 35c Mixed sizes, \$1.50 doz. Bts. 25 for 35c.**

**Beauty Elf:** (Wilson) This is a bright salmon with yellow throat, that will hold 8 open nicely, but sometimes grows to 300-sz. Very formal and nice; also scarce. **Lg. 35c ea. Med. 25c ea. Sm. 2 for 30c Mixed sizes, \$2.25 doz. Bts. 10 for 35c.**

**Bingo:** Here is a dandy new Small Red, with a slight silvery edge that can open a whole string of florets. Buttercup shaped florets with fine rose red coloring, and can make winning spikes for shows. We like it very much. **Lg. \$1 ea. Med. 75c ea. Sm. 50c ea. Bts. 10 for \$1.**

**Bonnie Prince:** (262) (Barker) A lovely Lavender-rose that is fine for color, and makes dandy spikes for show purposes. Much needed color for florists, and a good performer. **Lg. 2 for 35c Mixed sizes \$1.25 doz. Bts. 35c pkt.**

**Bo Peep:** (240) (Butt) We list here one of the most useful and most beautiful of all the small glads; and it is also one of the finest bulb makers. We grow thousands for cut-flowers. **Lg. 2 for 25c Mixed sizes, \$1 doz. Bts. 50 for 25c.**

**Camelot:** (244) (Larus) This lightly ruffled deep pink, has a very pretty feather on its yellow throat giving it life. We liked this small glad this season, our first growing. A good performer too. **Lg. 75c ea. Med. 50c ea. Sm. 25c ea. Bts. 10 for 50c.**

**Corvette:** (246) (Butt) Fine light red that opens a nice string, and can win in

most shows. **Lg. 25c ea. Mixed sizes, 10 for \$1.60 Bts. 10 for 60c.**

**Crinklette:** (224) (Butt) A lively little Orange glad that our florists use in large numbers. It adds a color that is scarce. Splendid performer in every way. **Lg. 2 for 25c Mixed sizes, \$1. doz.**

**Daintiness:** (200) (Butt) This is often rated the best small white glad. It could be. All sizes bloom well. **Lg. 20c ea. Med. 2 for 30c Sm. 3 for 30c Bts. 50 for 35c.**

**Domino:** (201) (Larus) This lovely little cream has "double-dots" on the lower petals, that are very attractive. The main color seems to fade from cream to a white after a full day in the weather, but we CAN STAND THAT, if it keeps up its other good qualities. **Lg. 75c ea. Med. 50c ea. Sm. 25c ea. Bts. 10 for 60c.**

**Emily's Birthday:** (224) (Butt) This is about the earliest bloomer in our field, and one the florists all will use. It is an Apricot-salmon, with yellow throat speckled with scarlet, a nice combination. Opens 7-8 on a sturdy plant of average height. **Lg. 2 for 35c Med. 2 for 25c Mixed sizes, \$1.25 doz. Bts. 30c pkt.**

**Fifth Avenue:** (254) (Hedgecock) Opens 5 fine Dark Glistening blooms, 3 inch, on a good plant with 15 buds. Very popular and a nice red. **Lg. 2 for 30c Med. 2 for 25c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Frills:** (214) Nicely ruffled small yellow, that appeared to be very fine its first season in our garden. Frilled and Ruffled, and a nice floret. **Lg. 75c ea. Med. 50c ea. Sm. 25c ea. Bts. 10 for 75c.**

**Frolic:** (217) (Bork) Probably the flashiest Small glad grown. A deep yellow with vivid scarlet blotch; very showy. **Lg. 2 for 35c Med. 3 for 30c Sm. 5 for 30c Bts. 20 for 35c.**

**Goldette:** (212) (Butt) Perhaps this is the finest small yellow there is, lovely ruffles and a wonderful deep yellow color. Can Open 8-9 of its 20 Buds. **Lg. 25c ea. Med. 2 for 30c Sm. 5 for 40c Bts. 15 for 30c.**

**Gay Sparklet:** (214) This bright little creamy yellow glad has been a pet in our garden for several seasons. Does not increase very rapidly, but the bulbs are durable and fine. **Lg. 2 for 35c Med. 3 for 35c Bts. 15 for 30c.**



**Gremlin:** (251) (Butt) A bright rosey red with a stipled throat bordered yellow ruffled and of heavy substance. A good arrangers glad. Splendid bulb maker. **Lg. 2 for 30c Med. 3 for 30c Sm. 4 for 30c Mixed sizes, 85c doz.**

**Ladykiller:** (213) (K&M) A buff colored little glad with a bright red throat mark, that is always popular in our flower shop, and is also a good seed parent. Its awkward name does not seem to interfere with its popularity. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, 85c doz.**

**Lavender Petunia:** (269) (Marek) This is a very bright little Lavender Glad (Almost purple) with a full clear white throat; in fact the two lip petals are almost entirely white, having just a narrow Lavender edging. Very attractive and early, and fine for arrangements. **Lg. 2 for 35c Med. 3 for 30c Mixed sizes, \$1.10 doz. Bts. 35c pkt.**

**Leilani:** (251) (Kroon, '60) A new introduction for 1960. A lovely clear rose with clear creamy white throat. Daintily frilled, it will open six or more on nice Decorative type spikes. For decorative use its round, frilled florets, its lovely coloring and dainty charm will endear it to every Miniature fancier. A large stock permits a rather low introductory price. **Any size bulb, 50c.**

**Li'l Abner:** (217) (George) An unusual and distinctive flower that stands out in any company. Deep yellow with red on edge of petals and with a large red blotch. Its 12-15 buds are always well placed, and its slender stems are straight as ram-rods. Opens 6-8 florets. Good breeding agent. **Lg. 25c ea. Med. 2 for 30c Mixed sizes, 10 for \$1.25 Bts. 15 for 25c.**

**Little Egypt:** (Brown) One of the tiny reds that is always popular at the shows, or when used in arrangements. Two black lip petals add to its distinctiveness, and charm. Very popular. **Lg. 2 for 30c Med. 3 for 35c Mixed sizes, \$1.25 doz.**

**Maroon Butterfly:** A fine dark red Miniature that is popular everywhere, and especially with men folk. **Med. 75c doz. Sm. 50c doz. Bts. 30c pkt.**

**Ocean Spray:** (206) (Baerman) This little white glad has a very attractive amber throat blotch; one of the nicest for floral use. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, 85c doz. Bts. 30c pkt.**

**Parfait:** (231) (Larus) This outstanding little glad has made a fine record in the show rooms. It easily opens eight to ten, and holds well in water. Very fine variety. Salmon shading to yellow throat where a nice blotch appears. This little

glad should hold a spot for many years. **Lg. 60c ea. Med. 40c ea. Sm. 25c ea. Bts. 10 for 60c.**

**Puck:** (243) (Dr. Cormack) This bold little glad is a light pink with a heavy dark blotch, conspicuous and attractive. Our Florists like it. Bulblets come on abundantly. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Statuette:** (217) (Butt) This is no doubt the best show Miniature in existence, and perhaps the finest florists glad among the smalls. We grow many thousands for the flower trade. Bulbs seem always healthy and strong. **Lg. 2 for 30c Med. 3 for 30c Mixed sizes, \$1. doz.**

**Statuette Sport:** We wish to offer our friends an opportunity to try a "sport" or "Mutation" of the fine little Statuette. This one has almost entirely abandoned the rosey blotch so common in this variety. We mean common too. We have often wished we could originate a STATUETTE from seed that was entirely yellow and as fine a performer as the original. This sport comes entirely clear at times, and then again it will show faint traces of that unruly blotch we do not like. Still we like it better even with slight spots or specks. We are offering bulbs of this at **50c, any size, and Bts. 10 for 50c, if anyone cares to have a try.**

**Smilette:** (262) (Sisson) Lavender rose, shading darker in throat. A good performer that will open five. **Lg. 2 for 30c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Spunky:** (280) (Fairchild) My good friend Rev. Lee Fairchild picked out a good little glad when he introduced this one. It is smokey brown with a white picotee edge on each petal, reminding us of a smokey ATOM. **Lg. 2 for 30c Med. 3 for 35c Mixed sizes, \$1. doz. Bts. 30c pkt.**

**Tony Boy:** (263) (Kunderd) A most unusual Miniature. Upper petals a rich red, while lower petals are nearly all white with rose red border. Blooms well placed on willowy stem. Beautiful number. **Lg. 25c ea. Med. 2 for 30c Bts. 15 for 25c.**

**Trudy:** It might be true that this little red glad will sometimes grow into 300 size, but we think it is a nice addition to the red miniatures. Has two very dark lip petals that are showy. A free and easy grower. **Lg. 40c ea. Med. 30c ea. Sm. 2 for 35c Bts. 10 for 35c.**

**White Lace:** (200) (Fischer) A rather short and stubby little white, but is still very beautiful in arrangements, etc. Good healthy sort. **Mixed sizes, 85c doz. Bts. 30c pkt.**



## ALL AMERICA GLADS

**LANDMARK:** (Patent Applied For) (512) (White, 1960) (85 days) (Elizabeth the Queen x Yellow Seedling) A real eye-stopper, this huge, tall cream will make your garden a "landmark" to passersby. A row of these copious beauties, so formal and erect. Landmark is a glad of unusual stamina. The spikes, on sturdy, broad green plants, are extremely well built; florets formally placed with precision-like regularity, opening 10-14 of the 22 buds at one time.

**LITTLE PANSY (AAGS)** (Plant Patent Applied For) (271) (Fischer, 1960) (70 days) (Caribbean x Unknown) A petite and charming little gladiolus that will beguile you with its lively personality. The rich, velvety, deep blue, "pansy-like" blotches add an elegant touch to the quiet simplicity of the light violet florets. Little Pansy is nicely proportioned, growing to a height of 30-32 inches. The early-blooming spikes of 16-18 florets are just the right size to use in arrangements. (35c each; 3-1.00; 12-3.45)

**APPLEBLOSSOM:** (Plant Patent No. 1517) (411) (Baerman-Fischer, 1956) (65 days) (Beauty's Blush x Rose Charm) The predominating color is a clean, snowy white with a flush or corona of cool, rose-pink at the edges of the petals. Eight to ten trimly tailored florets, five inches in diameter, and of very heavy substance, are open at once on spikes up to five feet tall.

**JOYOUS:** (Plant Patent No. 1832) (456) (Flad, 1959) (85 days) (Traveler x Edgewood) Joyous, as the name connotes, is a joy to see in the garden. Its habits are regular, and its height consistently four and one-half to five feet. Eight or more lovely florets open at once on a spike of 20 buds.

**SPARKLER:** (Plant Patent No. 1741) (315) (Fischer, 1959) (80 days) (Crown Jewel x Pactolus) As graceful as a butterfly and just as colorful. Sparkler is a gay, happy combination of yellow and red. Not garrish, but a skillful blending of clear yellow shading somewhat deeper as it surrounds the bright red lips. The total picture, with eight open florets on an 18-bud spike, is both striking and harmonious.

**ROYAL STEWART** (Plant Patent No. 1939) (446) (Pommert, 1956) (75 days) (Red Charm x Seedling) Royal Stewart can produce tall, straight spikes that open 8-10 recurved florets in formal, double-row placement. Color is clear, light red.



Joyous



Sparkler

**CARIBBEAN:** (Plant Patent No. 1654) (376) (Baerman-Fischer, 1957) (70 days) (Beauty's Blush x Better Times) Caribbean possesses a quality uncommon to many varieties and almost a rarity among "so-called blue glads", that of extreme vigor. In every way, Caribbean displays top performance. It consistently produces tall, well-proportioned spikes and unusually healthy bulbs. It is the first distinctly ruffled blue-violet gladiolus.

**EMPEROR:** (Plant Patent No. 1655) (467) (Baerman-Fischer, 1958) (85 days) (Beauty's Blush X Gloaming x Rose O'-Day) Words seem redundant in describing this true Aristocrat illustrated in color on the opposite page. It grows consistently tall and straight, producing plants five feet or more in height with long flowerheads.

**MAYTIME:** (Plant Patent No. 1591) (445) (Baerman-Fischer, 1957) (70 days) (Beauty's Blush x Friendship) The gracefully ruffled deep, pure pink florets with their contrasty large white throats bring back the memory of the freshness of May-blooming flowers. It readily opens 8-10 florets on spikes five and one-half feet tall.

### PRICES ON ALL AMERICA BULBS

All 9 Varieties.....\$ .35 each  
Packaged 1 bulb in a bag)..... 1.00  
for 3 bulbs\*  
\$3.45 for 12 bulbs\*

Any combination of varieties  
1 each, 9 varieties, packed separately \$2.75